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EXTENSION SERVICE review

U. S. Department
of Agriculture

November
and December
1975



Extension Community
Development...
going... growing...

The Extension Service Review is for Extension educators—in County, State, and USDA Extension agencies—to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

EARL L. BUTZ
Secretary of Agriculture

EDWIN L. KIRBY, Administrator
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EXTENSION SERVICE review

Official bi-monthly publication of Cooperative Extension Service; U.S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Secretary's Room Dedicated at 4-H Center



At the Secretary's Room dedication are (left to right): Peggy Estridge, Indiana 4-H Junior Leader; Mrs. Butz; Secretary Butz; Brian Wise, Indiana 4-H Junior Leader; and Gilman Stewart, Indiana 4-H Foundation.

Secretary and Mrs. Earl Butz were honored recently when the executive dining room at the National 4-H Center in Washington was dedicated as "The Secretary's Room." The project was made possible through Indiana 4-H Foundation funds to honor the Office of Secretary of Agriculture. Dr. Butz' home state is Indiana.

Extension Community Development... going... growing...



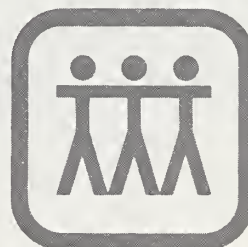
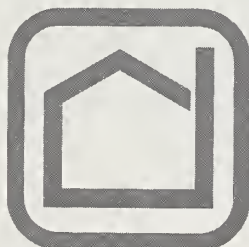
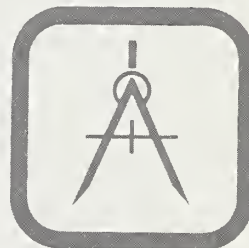
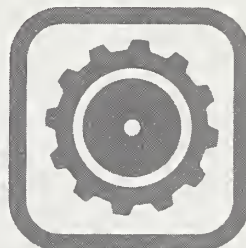
by
Donald L. Nelson
*Program Leader,
Rural Development Information
Extension Service—USDA*



A recently-released Extension Service, USDA, publication, *Extension Community Development . . . Going . . . Growing . . .*, is based on fiscal year 1974 data. Fiscal year 1975 figures from the states show that Extension community development educational programs are still **growing**.



The publication reports approximately 375 Extension field workers with primary duties in community development in 1974, backstopped by about the same number of Extension workers stationed on the campuses of the land-grant colleges and universities. New data show the number of field workers has now climbed by more than 50 percent to about 575, while the number on campus has risen slightly.



Many of these area and county positions have probably been created under funding provided by Title V—the research and education component of the Rural Development Act of 1972. These 3-year pilot programs got into full swing this past year.

This growing trend of more field workers is in keeping with the "Extension way," which has always stressed putting educational programs in the communities, where the action is.

The new publication also has a table showing the kinds of assistance provided by Extension, by major community problem areas. Figures for fiscal year 1975 show 1,712 staff years devoted to community development by the entire Extension system, up by 9 percent from fiscal year 1974's 1,573. Other measures of assistance also increased: projects assisted up to 50,832, a 1.4-percent increase; meetings conducted up to 54,960, a 4-percent rise; publications prepared up 22 percent, publications distributed up 7 percent, and audio-visual presentations up by 3 percent.

The only major category of assistance showing a decline from fiscal year 1974 to fiscal year 1975 is surveys and studies made, down by 5 percent.

The publication, *Extension Community Development . . . Going . . . Growing . . .*, includes a section, "Organized Leadership Does the Job." That certainly rings true again for the fiscal year 1975 figures. Almost 1 of 4 Extension/CD staff years is devoted to helping people in community organization and leadership development. Only a handful of the approximately 3,100 counties in the United States were untouched by such efforts last year.

Comprehensive planning and land-use policy is the next most frequent program area addressed by Extension specialists and agents in communities, followed, in descending order, by assistance in housing, environmental improvement, community services and facilities, community health and welfare, and

recreation and tourism. The list is rounded out by lesser amounts of attention to business and industrial development, taxation and local government, and manpower development.

But figures leave some people cold—often evoke a "so what?" feeling. The numbers come to life when we search behind them for the human story of what's happening in community development.

Since Extension helped people with more than 50,000 projects this past year, it follows that there are more than 50,000 stories about this involvement and effort. Following are just a few of them:

In Minnesota, the people of a lake community got concerned about the planned opening of a national park. The park opening will bring an influx of visitors, creating more demand for public services like fire and police protection. They couldn't see that they were being involved in decisions that would clearly affect them directly. An Extension area agent in community development worked with the people, looking at different kinds of organization to use in taking public action, making their own decisions, and providing for their own needs. They plan to organize a formal township government to help them.

The Chimayo Community Development Committee in New Mexico, organized and sponsored by Extension, has the following results to report: installation of a new phone system, new natural gas service, sites secured for waste disposal, and establishment of a fire department with some of the finest equipment in the area.

Kansas has set up an Extension Land Utilization Task Force, which serves as an "early warning" group to consider the need to develop educational land-use policies for the state. It produces a newsletter, has initiated and co-sponsored a statewide educational effort on the National Flood Insurance program, and took the lead in a conference on land use.

The construction of 60 self-help

houses, adding \$750,000 to the local economy, has been achieved by an Extension-assisted community development corporation in Connecticut. A 13-part television series, "Home Care and Maintenance," produced by Texas Extension, has helped save thousands of dollars in home repair costs for Texans.

Teamwork. How often do we hear that word mentioned as the way to get community projects done? In Kentucky, teamwork made the difference in hospitality training for waiters and waitresses. The problem was this: The Western Kentucky Lakes area attracted nearly \$70 million of tourist business in 1974. About 30 percent of these dollars were spent in area restaurants. Because of the importance of restaurants to area tourism, some restaurant owners asked Extension people if they had waiter/waitress training programs.

Extension personnel contacted several operators to better understand their concerns and needs. The biggest need was skill in telling visitors about area attractions and facilities. Here's where the teamwork came into play. A local Extension home economist, the state Extension specialist for tourism development, and the area development specialist planned a training workshop. The Kentucky Restaurant Association, the area tourist development organization, and selected restaurant owners also joined the team.

Extension helped promote the workshop, which was attended by employees from 85 restaurants. The result: quality of restaurant service should improve, with benefits accruing to employees (better tips), restaurant operators (more business), and customers (more satisfaction).

And the team accomplished all of this only 45 days after Extension was first approached to help!

So there you have a few stories—a few of the more than 50,000 which could be told. A few more appear in more detail in articles following this one in this edition of the *Review*. □

"Sparkplug" for rural development

by
Ben Roebuck
*Agricultural Information
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There are 2,199 active county rural development committees across the country. County Extension agents play a leading role in almost all of them. This story about the outstanding work of the Granville County, North Carolina, Rural Development Panel demonstrates how people are working cooperatively to make important contributions to rural life.

The Granville County Rural Development Panel is a sparkplug for "anything and everything" to improve rural living in this county in north-central North Carolina.

The panel functions as an overall, cooperative resource base or educational and technical assistance information center. It eliminates duplication of work and serves as a means of planning and initiating positive programs.

On March 11, 1970, when the panel was created, it had 13 members;

now, it has 31.

Its members include the heads of 18 public agencies, plus people from organizations, institutions, corporations, cooperatives, and clubs—all working toward a common goal of rural improvement. It's no secret that the panel's motivation is succinctly unselfish.

The overriding goal of the panel is to help local leaders and citizens improve their level of income and quality of life.

Heading the list of achievements

have been efforts to improve housing and environmental quality—solid-waste disposal, soil surveys, land-use planning seminars, and removal of junked cars and vehicles. Other major activities include forestry programs, rural fire protection, and improved public services.

Prime movers on the panel are members of the steering committee, headed by Aubrey Hardee, county Extension chairman. I.W. Murfree, county Extension agent, also serves from the Extension Service, along



Compressed cars from "Operation Big Crush" are loaded at a salvage yard near Oxford for journey to the shredding plant.

with representatives of three other county USDA offices—Agricultural Stabilization and Conservation Service (ASCS), Farmers Home Administration (FmHA), and Soil Conservation Service (SCS). They and many others “make things happen” in Granville County via the panel.

Monthly meetings cover such varied subjects as fire safety, land-use planning, waste collection, and current issues presented by a local congressman. However, the panel concentrates on just one or two major activities each year.

The word in Granville County is that the panel gives the people a sense that “things are moving,” a positive feeling of what can be done through cooperative effort. With nearly every government agency and major business in the county represented, it serves as an excellent vehicle to help local leaders: (1) identify problems, (2) set priorities, and (3) implement programs through cooperative action.

Activities of this outstanding group have been those embodied in the objectives and spirit of all the national and state rural development programs.

The panel operates in the tradition of the Granville County Extension Office: it is available to assist everyone, regardless of income, status, race, sex, creed, or nationality.

Improving the quality and availability of housing was one of the first concerns of the panel (37 percent of county housing was substandard). One method used to tackle this problem was a “housing fair” conducted in 1971 and 1972. Some 15,000 people attended. Over 50 business firms participated, displaying the latest materials in home construction and furnishings and presenting up-to-date ideas.

Featured at the fair were a model, modular home and mobile homes for families with limited resources. A local judge said on opening day that “the housing fair is creating more interest on the streets of Oxford than anything that ever came to town!” (Quite an exclamation for a county seat town of 7,178 population!) Some 8,000 people attended the fair during its first 2 days, according to Hardee.

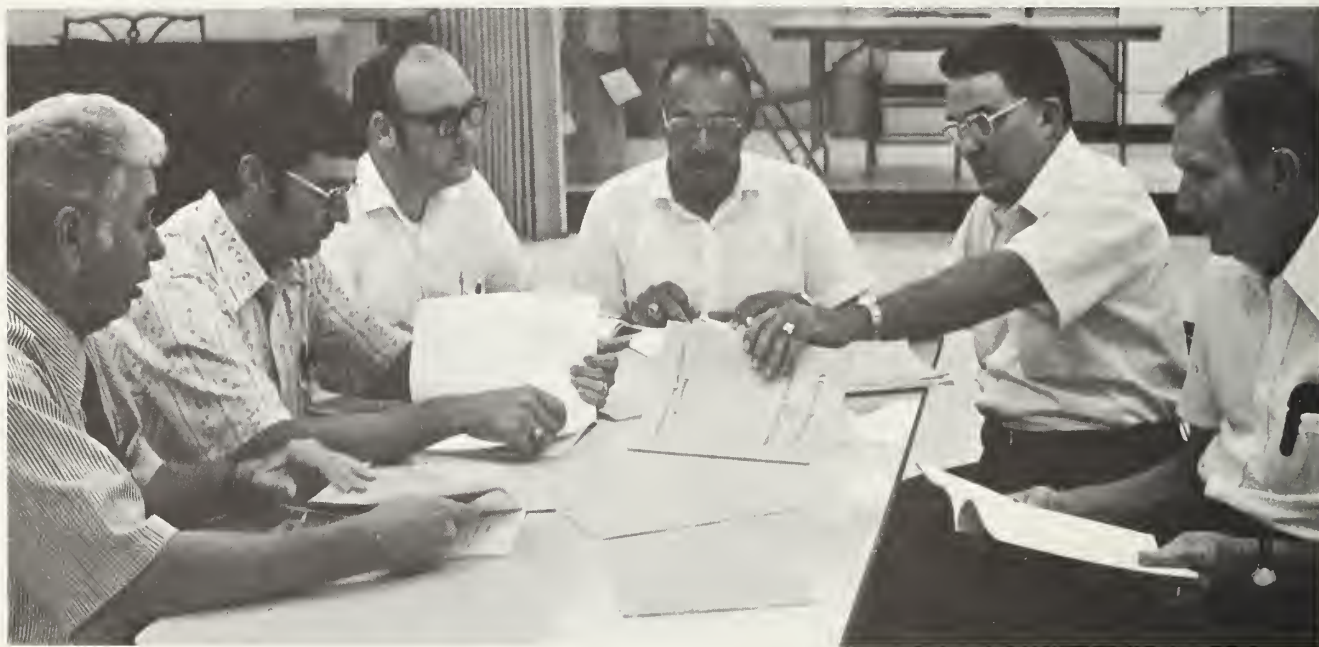
The housing fair has had far-reaching effects. The county has experienced a marked improvement in

housing quality and quantity. The fair has stimulated interest in a series of educational meetings for builders on topics such as lot size, soil types, and water and sewage systems.

The panel also assisted in organizing a housing authority in the county and developing 182 housing units for the elderly and disadvantaged in three different locations. It also assisted in developing 700 new, permanent homes, 300 mobile homes, and helped renovate 150 additional homes—which resulted in a great contribution to Granville’s rural growth.

On the environmental improvement front, 6,000 junked cars were rounded up for crushing, shredding, and recycling during “Operation Big Crush.” The panel approached the county commissioners concerning the legal aspects of the big roundup and subsequent disposition of the abandoned vehicles. Enthusiastically, a contract was drawn up between the county and salvaging operators, absolving the panel of possible liability.

The panel rented a plane to find the junkers. On one 16-mile flight, abandoned vehicles were spotted at the



Rural Development Panel Chairman Aubrey Hardee (second from right) and Extension Agent I.W. Murfree (third from right) meet with an RD subcommittee.



Volunteer fire fighters at the Corinth Rural Fire Department are ready for a "run."

rate of one jalopy per mile.

The end of the line for the smashed cars is Kernersville, N.C., about 100 miles away. Tours to see the operation of the Kernersville shredding and recycling plant are proving quite popular among Granville residents and the general public. There, one can see the valuable end products (separated metals) of "Operation Big Crush" and tangibly evaluate the work of the panel.

Granville citizens now have a countywide garbage pickup service provided through the leadership of the panel. Two sanitary landfills are also in operation.

The panel recognizes that "we have a community of small woodland owners." Forests cover 65 percent of Granville's 210,000 acres, and income from these forests averages less than \$11 per acre annually. With good forestry management practices, it is estimated that this income could be tripled. Plans are underway to form a forestry association. Forestry tours, along with other county tours such as landfill tours, are conducted by the panel.

A soil survey map for the county has been developed by SCS. The map provides an instant soil classification for a farm as a tool for advanced soil analysis. An adjunct to Granville's soil survey map is the ongoing project for county subdivision regulation, land-use planning in and near urban areas, and identifying the most productive land to protect and preserve for future agricultural production. The panel is concerned with major growth along Interstate 85, which cuts through the heart of the county. One stated purpose of the panel is to match growth with environmental concern.

One of Granville's significant achievements has been in rural fire safety. Eleven fire departments operate throughout the county; eight are volunteer companies. A fire districts policy has been developed for the county, and a "zenith number" (dial 117) established, which provides a central, rapid communications system for all county fire companies as well as the county rescue squad and the county ambulance.

Granville county citizens are

proud of their Speaker's Bureau, another panel project. They are also pleased with a 40-page publication, *A Guide to Public Services for Granville County Citizens*, prepared by the panel. And they can tune in Monday through Friday at 7 a.m. to hear a panel-sponsored program over the local radio station (WCBQ in Oxford).

Presently, the panel envisions the construction of a new locker plant in the county. Application for a \$2,500 grant to conduct a feasibility study, in connection with the future plant, has been made.

The success of the panel, in large measure, stems from the leadership and support of the North Carolina Rural Development Committee, which serves Granville County and the other 99 counties in the state. Rural North Carolinians, including those in Granville County, also benefit from the Center for Rural Resources Development at North Carolina State University in Raleigh. State Extension Director George Hyatt, Jr., and Center Coordinator Paul Stone serve as chairman and secretary of the State RD Committee, respectively. The 19 members of the state committee represent USDA agencies, state government, the two land-grant universities, two major youth organizations (FFA and 4-H), and the multicounty planning regions. The state committee received national recognition—USDA's superior service award in May 1972—for housing improvement.

Perhaps the greatest contribution of the Granville County Rural Development Panel to the county and its citizens is the panel's ability to serve as a resource group for creating public awareness and providing unbiased information—activities that neatly dovetail with Extension objectives.

The panel's highly-motivated, public-spirited members are providing a cohesive force to all walks of life, both public and private, and are making solid achievements with lasting impact. Their story is the key to success for rural development at the local level. □

Coming "face-to-face" with today's issues

by
Steve Warner
*Communications Specialist
National 4-H Foundation*

"When I returned home, I felt I had to do something to get our 4-H club more involved with the community."

Kathy Aska, a 17-year-old 4-H member from Searcy, Ark., not only got her club involved, she almost single-handedly started a statewide "Adopt a Grandparent" project involving over 300 clubs!

The idea is simple: 4-H'ers "adopt" senior citizens—people in nursing homes or residing in the community, who seldom have visitors or contact with the outside world—and become their companions. This companionship encompasses scheduled activities, such as reading, playing games, celebrating a birthday, sharing arts and crafts, even taking field trips. It also fulfills emotional needs—shared by the elderly and young people alike.

What inspired Kathy Aska to write over 275 letters, make countless visits and pep talks—devoted to seeing this project become a widescale reality? The answer: her participation in a Citizenship Short Course at the National 4-H Center in Washington, D.C.

Over 8,000 "Kathy Aska's" come to the Center each year for a week-long citizenship course. The year-round program is conducted by the National 4-H Foundation on behalf of the Cooperative Extension Service. It offers teenagers an opportunity to explore the structure and function of government while learning how they can play a more active role in it as citizens. 4-H members from across the Nation came face to face with today's issues and the people who influence them. Whether their interest

be the elderly or energy, 4-H'ers take home new knowledge and understanding of how they too can have an influence—by getting involved.

Cyndi Hagen has been a significant influence in her home town, Joyce, Iowa, since returning from citizenship training. She personally surveyed residents of this small community to find out what their concerns were. And like a good citizen, she did not pass the buck. Instead, Cyndi recruited fellow 4-H'ers to help turn problems and concerns into community assets.

Among her accomplishments, Cyndi was instrumental in turning a vacant schoolhouse into a much needed community center, converting a rundown lot into a field of flowers and grass, having traffic signals installed at a dangerous intersection.

Cyndi wasn't solely responsible for these and several other improvements around Joyce. But her newly acquired awareness of citizenship rubbed off on the community and its local officials—she helped unite and motivate her town toward positive action.

Cyndi was successful because of her understanding of government and how it works.

Willie Willette, a student at the University of Maine, thinks all youngsters should be able to understand and relate to government. "How else," he asks, "can they get something changed or accomplished?"

Willie's citizenship training at the 4-H Center dates back to 1965. The impressions have lasted. After 10 years of odd jobs and travel, he has found his niche in local politics. His personal involvement in working with local officials has helped effect changes in Maine legislation—particularly in the area of benefits to low-income families. He has worked diligently in local election campaigns. And he's now thinking of running for office himself.

Willie celebrated a special anniversary this year by returning to the 4-H Center—this time as a chaperone for the Maine 4-H delegation to



Kathy Aska visits with one of the Gums Springs 4-H Club's "adopted grandparents."

Citizenship '75. He was invited because of his current efforts to examine the four levels of Maine government—town, city, county, and state—developing his research into 4-H project material.

He keeps in close touch with 4-H'ers and their needs by working with the Maine Extension staff. He wants 4-H'ers of all ages to be involved. If his research is adapted, it will serve as a tool for young people who want to deal with problems and concerns—rather than philosophize about them.

The Washington citizenship experience is many things to different participants. Although professional resource people play a vital role in illuminating issues like economics, the environment, or world affairs, the delegates learn much from each other. As one leader explains it, "Whenever you get people from various regions together, they're bound to learn from each other."

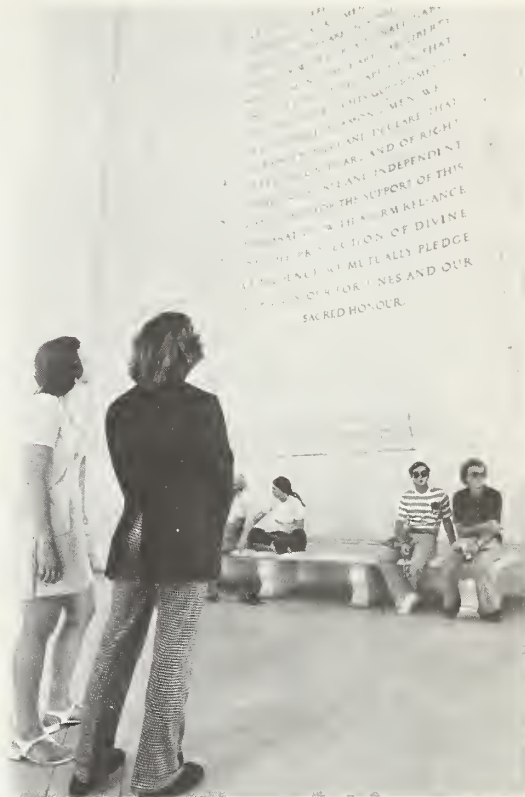
Teens from all over the United States get ample opportunity to do just that—during their week at the Center. They work together on committees and in action groups. At the end of the week they share activities their clubs and states are into through exhibits and discussion.

Many delegates say this sharing of ideas is the most important aspect of their experience.

To some 4-H'ers, the citizenship experience has a personal impact. For Tony Kurz, of rural Lonoke, Ark., seeing the sights and meeting his congressman were thrills of a lifetime. They're thrills he can share—two brothers and a sister are also alumni of citizenship training.

Citizenship '76 should continue the tradition of positive impact the learning has on individuals, families, and their communities. The curriculum will focus on heritage of freedom, the political system, the role of the consumer, international interdependence, the role of the citizen in building our Nation's future.

Citizenship/leadership programs are open to not only 4-H members, but to high school students, leaders, homemakers, and other people Extension works with. Full information about learning opportunities at the National 4-H Center—a natural for the Bicentennial and for giving inspiration to community action—can be obtained from your state Extension office, or from the National 4-H Foundation, 7100 Connecticut Ave., Washington, D.C. 20015. □



Susanna McCloughan and Kenneth Coles, both from New Jersey, tour the Jefferson Memorial.



President Ford speaks to Citizenship Short Course delegates from Michigan and Colorado in the Rose Garden of the White House during a special tour.

Alternatives for Washington

by
Earl J. Otis
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Cooperative Extension Service
Washington State University*

Washington State will keep Mt. Rainier, Puget Sound, Cascade Range, and most of its farm land intact through 1985 if a vote of the citizens prevails.

Actually, leveling Mt. Rainier or draining the Sound would take a force more powerful than a vote of the people, anyway. Washington State residents are quite happy with their surroundings geographically, and somewhat anxious to keep life similar to what it is now, although they do encourage controlled economic growth during the next 10 years.

This is the consensus coming from a program called "Alternatives for Washington" (AFW) that involved a lot of Cooperative Extension participation during 1974 to the present.

AFW is a citizen planning program instigated by Gov. Daniel J. Evans with the intent of developing a future course for the Evergreen State. The program presented some unusual opportunities for both individuals and organizations, including the Cooperative Extension Service of Washington State.

"It is my purpose in proposing this program to involve as many citizens as possible," the Governor said. "I believe the citizens of this state can, in an orderly and rational manner, determine their future and assure that such a privilege also will be available to generations yet to come," he said.

The effective citizen program moved from meetings of 150 state task force delegates (nominated by statewide groups)—to some 1,600 citizens meeting in areawide conferences—to all residents. The state group, particularly, put in many long days—and nights—as they

developed ideas. The participation and enthusiasm of the state group was contagious as the program expanded to involve more and more people.

The myriad details of a program that sought input from tens of thousands of the state's citizens needed organization and direction. At WSU it was hardly coincidental that John Robins, dean of the college of agriculture, was assigned leadership. Extension, already well established in every county, would be used to help spread the word of the program. And skilled inquisitors from rural sociology would be tabulating the inputs. Extension's experience in working with people also came into play when the university's radio and television facilities were used to record and transmit the events as "Alternatives for Washington" (AFW) progressed.

Perhaps excerpts from the follow-

ing letter by Governor Evans to WSU President Glenn Terrell puts the super year-long effort in perspective for others who may be looking at similar programs in months to come.

"On behalf of the citizens of Washington, I would like to express my appreciation to you and Washington State University for your role in helping to shape the future of the state through 'Alternatives for Washington.'

"The Cooperative Extension Service of WSU has contributed considerably to our efforts to involve the citizens of Washington in growth policy planning. The Extension Service has assisted in assembling citizens from across the state for meetings and conferences. They launched the first major effort by this state to involve citizens directly in the planning of their future. The service provided by Extension will not only have impact upon Washingtonians today,



Concerned citizens review some of the "Alternatives for Washington."

but upon their children in the future.”

Besides selecting names from their communities as potential members of the state task force, Extension staff members did a similar job in helping choose those who attended the areawide conferences. Like the expanding ripples from a stone tossed into a quiet lake, the AFW idea spread from four 3-day meetings by the state task force to 10 single-day sessions for the regional participants.

Extension personnel also worked in their local communities through press releases, radio shows, slide presentations, and other media methods to educate the general public about AFW.

The next circle of expansion rippled across the state in the form of “The Best Game in Town.” This was a questionnaire designed by Don Dillman and John Wardwell, Extension rural sociologists—demographers—who played still another vital Extension role in the AFW program. Many other WSU resource people were called upon throughout the program, including

those from widely varying disciplines, i.e., home economics and wood technology.

As a paid newspaper insert carried by most daily newspapers in the state (and used at no charge as part of their regular edition by some of the state’s weekly papers), “The Best Game in Town”—a multiple choice quiz—gave virtually all Washington citizens a chance to make their wishes known on the variety of subjects broadly based on state task force and regional deliberations.

As a newspaper supplement, the postage-free questionnaire was addressed directly to the Governor’s office. Copies of the questionnaire were also available at county Extension offices. To date, more than 50,000 of these have been returned.

Next it was back to Dillman and his rural sociology computers—many of the human variety. After putting order to the questionnaire results, they carried out four separate surveys as a multiple check. These surveys were designed by WSU personnel to measure the reactions of citizens to the goals and policies

developed during the spring and summer.

Washington State is the first in the Nation to try futures planning where all citizens were encouraged to get in on the action. Twenty-two states ahead of Washington have tried some form of futures planning, but none to our knowledge have the kinds of inputs Washington attempted.

If your state is next, Bob Wilcox, a foreign trade economist whose initial assignment with WSU Extension was to coordinate its role in AFW, might help you. He is confident that Extension’s role can never succeed without full involvement of the director and other key administrative staff, including district supervisors. Extension should help coordinate the media effort. He feels leadership for Extension’s part should be unencumbered with other duties.

There should be continuous liaison with the state agency responsible for the program. (In Washington, it was the Office of Program Planning and Fiscal Management.) An adequate budget and flexibility in using funds are also essential. A new relationship with agencies having a different approach to working with people can be anticipated. There has to be working flexibility to accommodate the unanticipated.

Wilcox sees Extension Services benefitting from such programs by involvement with citizens across all subject-matter fields. Extension can grow through contacts with new leadership and become visible to the nonfarm audience. He also sees Extension identified as an agency concerned with emerging needs.

Problems that result from unplanned growth are familiar to everyone. The state task force has met a fifth and sixth time to draft recommendations in eight policy areas for the Governor, the legislature, and the general public. Thus, “Alternatives for Washington” offers citizens a chance to be active makers of history, rather than its helpless victims. And Washington Extension is proud to have played a role in helping citizens to “invent the future.” □



Teams plan for the future.

"People kept telling us we'd never succeed. Now they want to know how we did it."

These words, coupled with a sigh of relief, tell the story of Extension Home Economist Billie Hagler and Rev. Gordon Blunt and their 2½-year successful campaign to secure a \$750,000 loan from Farmers Home Administration (FmHA). The loan will be used to build a retirement community in Nogales, Ariz.

The 46-unit complex will serve low and low-middle income residents of Nogales, a city of 10,000 located on the U.S.-Mexican border.

Ms. Hagler, University of Arizona Extension home economist in Santa Cruz County, serves as secretary of United Church Village, Inc., the non-profit corporation that secured the loan.

Rev. Blunt, minister of the United Church fellowship and chairperson of the corporation, as well as the Council on Aging in Nogales, said the project was designed to fill a need.

"Many senior citizens can't live in isolation. They may not need medical care, but their loneliness is overpowering. When United Church Village opens in September 1975, it will give our senior citizens a place to live where they'll feel part of a community."

Securing the loan was a frustrating experience for both Ms. Hagler and Rev. Blunt, the only two members of the original corporation board who saw the project through.

Billie Hagler says she almost quit many times. On one of the more trying days, she mentioned her frustrations to Rev. Blunt. His reply, she recalls, was "what will be will be. But if the village isn't built, it won't be because we didn't fill out the papers."

"That gave me the incentive I needed to stay with the project," Ms. Hagler says.

Neither realized the amount of paperwork they had submitted during those 2½ years until the final loan papers were signed this spring. "They had a file at least two inches high," Ms. Hagler laughs.

Because of their frustrations, Rev. Blunt developed what he calls his blueprint of action. He has received

Community spirit spurs homes for senior citizens

so many queries about the project that he decided to outline the steps his group took to secure the loan.

"We started out as a group of church people who felt a need to help the aging in Nogales. We formed a non-profit corporation to gain recognition as a completely neutral organization," Rev. Blunt explains.

"Then we took a survey of the need within our community for a retirement village," Ms. Hagler says.

Home Economist Hagler organized the survey, and she and Extension volunteers provided the legwork. "Before we could apply for FmHA funds, we had to establish a need 1½ times greater than the number of units we wanted to build.

by
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Agricultural Communications
The University of Arizona*

Extension workers throughout the Nation work hand-in-hand with county, state, and federal agencies to make their communities a better place for citizens. This story of an Extension agent working to secure a loan through the Farmers Home Administration (FmHA), the lending agency of USDA, is one example of this cooperative effort.



Billie Hagler (right) and Rev. Gordon Blunt read a brochure explaining the new United Church Village concept.

"Since we are a non-profit organization, we had no funds for the survey. We desperately needed money for stamps, paper, and other miscellaneous items. A local church donated \$500 to run the survey and get the corporation off the ground," Ms. Hagler continues.

Securing this necessary seed money is another step in Rev. Blunt's blueprint.

"Next, we needed a building site that met FmHA requirements, including a price ceiling," Rev. Blunt says. "We found some land that was close to a shopping center, an ideal location for senior citizens who usually have limited transportation facilities."

"We did run into a problem with the land that we hadn't anticipated," Billie recalls. The night before the final loan papers were to be signed, the board discovered that the land they had planned to buy wasn't zoned for multiple dwellings. "I almost gave

up at that point," she says.

But, instead, Ms. Hagler and Rev. Blunt organized a drive into the surrounding community to ask residents to sign a petition that would change the zoning.

"Since the residents spoke only Spanish, we were afraid they wouldn't sign for fear they were losing their homes."

But the senior citizens spoke Spanish and volunteered to do the canvassing. A local bank provided a notary public for each canvasser to validate the signatures.

"We waited in a nearby restaurant while the senior citizens asked for signatures. When the final tally came in, we had enough. The amazing thing was, not one resident who was home that night refused to sign," Ms. Hagler says. The loan papers were signed the next day.

The final points on Rev. Blunt's blueprint include hiring a sympathetic architect who'll struggle

with a limited budget and understand the needs of senior citizens. This includes their recreational and fellowship needs as well as the structural design of the complex.

"We also arranged for training of management personnel for the complex," Rev. Blunt adds.

"The only thing besides faith that got us through," Billie concludes, "is our persistence in asking questions. We never would have received the loan if we hadn't asked hundreds of questions."

When United Church Village opens in September, residency will be based upon retirement incomes ranging from \$3,000 to \$10,000. The rent paid by residents will be used to pay back the FmHA loan.

Thanks to Extension Home Economist Hagler, Rev. Blunt, and other members of United Church Village, Inc., many senior citizens of Nogales, Ariz. now will not have to live with loneliness. □



The United Church Village is the new 46-unit senior citizen complex under construction.

"Super soybeans" snowball

by
Margaret Mastalerz
Extension Specialist-Press
West Virginia University

"Super soybeans" are now an ongoing program aimed at proving the nutritional impact protein-rich vegetables can have on the diets of West Virginia families. Mason County Extension workers are currently introducing them to farmers, 4-H'ers, homemakers, and the general public.

"The main thing is to get people to eat them and decide themselves whether or not they like them," said Vicki Keefer, home demonstration agent. "They've been labeled as cow feed, so we tell people that cattle eat corn and so do we."

Last year when soybean prices for cattlefeed started to rise, Carl Cook, county Extension agent, began testing varieties to see what could be grown in the area. He found some edible types that could, and the soybean-as-food idea began to snowball.

EFNEP homemakers were given some leftover yield trial seeds and asked to grow soybeans in their gardens. Virginia Voight, nutrition aide, helped homemakers prepare dishes with the grown vegetables and Extension agents served as a tasting panel. Next a "Sir Soy" project was designed for 4-H'ers and others to learn how to grow the beans and prepare family meals with them.

These first steps culminated in "Soybean Night" held at the county Extension office. The evening meeting was first arranged to announce yield trial results. "But as things evolved, they got more involved," Cook said.

Keefer, Voight, 4-H Agent Roberta Asbury, Secretary Lucy Cullen and state staff also contributed to the meeting.

With advance media publicity and



County Extension workers shell soybeans for dishes they prepared for "Soybean Night."



It's a culinary delight. Approval is expressed by tasting panel (left to right) Vicki Keefer, home economist; Roberta Asbury, 4-H agent; and Carl Cook, county agent.

public interest in the subject, that evening's audience included farmers, senior citizens, homemakers, 4-Her's, club leaders, and even a high school biology class. "It was a good cross section of the county," said Cook.

First Charles Sperow, Extension specialist in agronomy, reported on yield trials. Prospects for raising soybeans commercially in Mason County appeared to be very good. Interest was high for continuing trials during the next year.

Asbury introduced the "Sir Soy" project. Then Ngaire vanEck, Extension specialist in nutrition education, spoke on the value of soybeans in human nutrition. Voight discussed a wide selection of grocery items, donated by three local stores, that contained soy products. She encouraged people to read product labels for contents. Keefer discussed

soybean recipes and distributed copies to the audience.

The evening's highlight followed. Each county Extension worker had prepared a dish: roasted soy nuts, soybean dip, soy-nut brittle, baked soybeans, peanut butter cookies made with soyflour, and oatmeal cookies containing soy protein.

The audience was invited to taste all and rate them according to their likes and dislikes. Each "chef" stood by and answered questions about what they had prepared.

"We went from variety trial results to tasting the product," Cook said. "People who came for one thing saw the others, too. After the program one man invited us to come down to his place and get all the soybeans we wanted, so we did."

Labelling the evening's program a success, vanEck said: "The beauty of this meeting was that the same thing

could be done to promote any food product. And without close cooperation and a real team effort, it could not have been possible."

"Soybean Night" was not a one-shot effort. Next, the agents reached more people by holding a soybean tasting session at a local bank, handing out recipes, and supplying seeds. People who like them have been encouraged to grow their own and to ask local grocers to stock the beans in their stores. Currently, in West Virginia, most commercially sold edible soybeans—found only in health food stores—are expensive.

"Very few vegetables grown in Mason County are sold commercially," Cook said. "So, if soybeans are grown here, they'll probably be eaten by the growers. We have almost doubled the acreage of soybeans planted in the county since this program began."

At a recent county fair, Asbury and Keefer were swamped by soybean enthusiasts at a booth they'd set up for soybean tasting. "We couldn't keep them away," Asbury said. "People kept coming back for more."

Agents are enthusiastic about their progress and plan to continue bringing soybeans to more West Virginians. They've even had other state Extension agents taste a bean dish at an annual conference where Keefer contributed a soybean dip. "The majority didn't even know what they were eating," she said, laughing.

The reason for their success? All say it is cooperation. "We try to do as many things as we can together," Cook said. "We're the Extension office here, not just 4-H, agriculture, or home economics." □

Twilight time in Iowa

by
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Asst. Extension Editor

and
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Iowa State University*

A crowd of people waiting for something to happen implies excitement. After a few early arrivals, it soon swells.

The noise of buzzing voices increases as small groups of people begin visiting within the larger group. Conversations grow louder as old friends greet each other from across the clusters of people.

The sun begins sinking lower in the sky. Soon a voice on a loudspeaker says the meeting is ready to begin.

All conversation stops. Attention focuses on the speaker—usually a county or area Extension director. The speaker's message directs the crowd to board waiting hayracks or autos for a tour.

This scene is typical of the beginning of an Iowa Extension twilight meeting. The excitement the people came for is a first-hand look at the results of applied research.

These twilight meetings are becoming increasingly useful in drawing farmers to Iowa Extension programs. Their success is due to many reasons:

"To succeed, twilight meetings must be of a single topic with appeal to the specific audience," said Russ Swenson, Cedar Rapids area Extension director.

"Also, there is little competition for the audience's time, the location is convenient—often on a neighbor's

farm, they are timely, and they take place when the producer is concerned or when results can best be shown."

"Twilight meetings are not successful if dealing with involved topics requiring intensive use of visuals and gadgetry," warns Alvin Goettsch, Waterloo area director.

"They are best suited to teaching 'how or what,' but less effective in teaching 'why.' They can be an effective tool in developing a well-rounded program, but are still only one teaching method. They need support if total education is to be achieved," he added.

"But, their social effect should not be minimized," Goettsch continued. "Many farm operators are looking for a reason to shorten their work day."

People like meetings based upon result or method demonstration. "They know the work being done 5 miles from home isn't all theory. For many people, these meetings serve as the 'clincher'—the final persuasion to try the practice being demonstrated. For others, the meeting serves as the 'motivator' for more information," Goettsch concluded.

Davenport Area Director Richard Munster points out, "Twilight meetings call for better planning because of such things as weather. You must have built-in flexibility in case of inclement weather. Lenders like to sponsor refreshments and be on the program." He added: "This provides an opportunity to involve more people in our Extension programs."

A Federal Land Bank manager on one program said, "I enjoy the opportunity to take part in meetings of this nature. This helps us promote our organization while providing a service to farmers in the area." He went on to praise Extension efforts and to offer assistance with any future programs.

"Twilight meetings also give Extension personnel more time to develop an 'off seasonal' educational effort," said Thomas Robb, Des Moines area director.

"If meetings are timely, the audience responds well," reports Henrietta Van Maanen, Fort Dodge area Extension director. "Summer twilight meetings relieve some of the heavy winter teaching load. They



A portable PA system often is the only equipment needed at a successful twilight meeting.

often deal with more specific problems than do many day meetings. This gives farmers an opportunity to look at problems as they occur in the field.

Usually informal, twilight meetings rely on demonstration rather than lecture. Farmers can then see the results at the site. Brief and to the point, they deal mainly with "how" and don't go deeply into "why." This informality encourages more farmers to ask questions.

Another advantage of twilight meetings is that not much equipment is needed. A portable PA system often is the only equipment used.

Extension personnel participating in the program like twilight meetings better than night meetings. They can get home from a twilight meeting by 10 p.m. Evening meetings usually take 2 to 3 hours of the farmer's valuable summer daylight time.

An ideal time for a twilight meeting is after a rainy day when the sky clears that evening. Farmers haven't been in the field that day because it is too wet. An evening Extension meeting is almost like recreation on such a day.

That was the type of day June 11 at a conservation tillage tour in Adair and Guthrie counties conducted by Extension Director Roger Walston. About 60 farmers attended this

twilight meeting.

Farmers at each stop told about their conservation tillage program and answered questions. This technique helped all the farmers talk to each other. County Extension directors and the area Extension crop production specialist were available to answer technical questions that host farmers could not handle.

An analysis of the use of twilight meetings as an Extension tool in Iowa reveals these characteristics:

Twilight means the meeting is held in the evening, usually between 6:30 and sundown.

Differences between twilight and daytime meetings—outside vs. inside, demonstration vs. classroom, informal, held on location where results are viewed, practice-oriented, brief and to the point, one-topic, not much depth into why, more questions from audience.

Type of subject matter in twilight meetings runs the gamut, including animal production (beef, sheep, hogs, dairy, horses), herbicide demonstrations, weed control, all types of crop management and field tillage demonstrations, crop handling and drying, land appraisal, silage making, and animal branding demonstrations. Thus, subject matter is not necessarily different from day meetings.

Audience makeup of twilight meetings appears to be similar to daytime meetings. Twilight audiences are made up of farmers, realtors, agricultural suppliers, various farm-oriented company representatives, producers specializing in the subject-matter topic of the meeting, fertilizer and chemical dealers, seed dealers, credit representatives, vo-ag and veterans' instructors, and feed industry people.

However, when comparing audiences at daytime and twilight meetings on the same topic and even on the same day and location—farmers win as being the most predominant at twilight meetings. Since a farmer is on his own time around the clock, twilight meetings seem to suit him best.

Audience response to twilight meetings generally is excellent, enthusiastic, and positive. Those attending stay after the organized program to ask questions and to visit others attending.

Goetsch's comments sum up the satisfaction of area directors with these meetings: "Twilight meetings have become a deliberately planned part of our educational program," he said. "They are effective. We reach new clientele as well as established and they help provide validity to regular meetings." □



Sometimes a "wagon train" is needed to transport visitors on a twilight tour.

Single fathers— adjusting to a new lifestyle

by
Jim Lutzke
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Rowlf Hawkins was shopping in a western Michigan supermarket with his 2-year-old daughter. Suddenly the small girl announced that she had to go to the bathroom . . . NOW! Hawkins was stymied. His youngster was afraid of strangers and didn't want to go into the restroom by herself.

Fortunately, Hawkins' crisis was resolved moments later when a

neighbor woman showed up and gladly escorted his daughter into the bathroom.

While a dilemma of this sort may seem small and unimportant, it is typical of the kind of problem faced by thousands of men across the Nation, who are like Rowlf Hawkins: young, with small children, and divorced.

The trauma of divorce often leaves

an individual in a state of confusion and shock. The security of love is gone, her or his self-image is in serious jeopardy, and the future looks bleak. The divorced person must adjust to a new lifestyle filled with problems never before experienced. It is during this transition period that the right kind of help is often crucial.

For Hawkins, help came in the form of Ann Scott, Kent County Extension home economist. Rowlf, a camera operator at a Grand Rapids TV station, met Ann when the agent was producing a series of television programs aimed at area homemakers.

After receiving nutrition and child-rearing information from Ann, he discussed the possibility of forming an organization to help divorced fathers adjust to their new way of living.

When the agent met a second divorced father, Roger Scholz, she introduced him to Hawkins. The men found a great similarity in their divorce experiences and soon became aware of the positive effect each had on the other.

Scholz, 25, is a custodian in the Cedar Springs school system. "I worked with Ann's husband," he said. "When my divorce became certain, I went to Ann. There was no place for a man to go to talk over this sort of problem. Through Ann, I met Rowlf and talked over my problems with him. It helped. I obtained custody of my son, and we began to talk about forming a group to help others in the same situation."

Even though Scholz and Hawkins both tried to discuss their problems with ministers, psychologists, and other professional counselors, they both found this approach very disappointing.

Another problem that continues to frustrate divorced fathers is court attitudes toward child custody. Traditionally, courts have almost automatically awarded custody of the children to their mothers.

"Who's to say a mother can love the children more than the father can?," asks Scholz.

"It's a learned trait," says



Rowlf Hawkins shows home economist Ann Scott how he prepares a family meal—with the help of daughter Christie.



SFA leadership committee members discuss group policies and problems. From left are: Roger Scholz, Walt Durha, Rowlf Hawkins and Rich Studda.



Roger Scholz watches as his son enjoys a fire station built by his father.

Hawkins. "If women can learn it, a man can, too."

"Fathers in our group have been telling us their lawyers tell them the best they can expect with regard to the children is good visiting rights," says Scholz.

"Parents should go into court as equals. Human rights are important, and the courts are just beginning to take a look at the rights of divorced men. Things are slowly changing from the traditional position, and I hope they will continue to change."

With the assistance of Ann Scott, Hawkins and Scholz formed their Single Fathers Association (SFA) in January of this year. They have spread word of the organization through television and newspaper ads, but mostly by word-of-mouth. In the few short months since the group's founding, membership has spurted to 81. Anyone wishing further information concerning SFA should contact Roger Scholz, 126 Ash St., Cedar Springs, Mich. 49319.

SFA members have spoken to several church, school, and service groups throughout western Michigan and have been amazed by the support they've received from women. They are currently working with legislators on an "amnesty" bill for fathers who are unable to make child support payments to their wives. Under present law, inability to make support payments makes a divorced man eligible for jail. The SFA hopes to see that law repealed.

One of the important things SFA has done to help its own members is to set up a crisis intervention system.

"We designate certain members to be available to receive phone calls at any hour of the day or night," explains Hawkins. "We have people calling whenever the need hits them, and their problems cover a wide spectrum—from personal despair to irrational plans for escaping some of their problems. The job of the men staffing the phones is to empathize with the callers, not sympathize."

"They say you've got to crawl before you can walk," says Scholz. "Well, right now we're crawling—but we're going to walk!" □

Forty percent of the American workforce

by
Jennie Farley
*Director, Women's
Studies Program
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Cornell University*

The first rural sociologists in America were itinerant preachers who rode from town to town with their Bibles in their saddlebags. They competed for people's attention with sellers of patent medicine and with conjurers and tinkers.

Sometimes I look at us Extension people who criss-cross New York—a state as big as England—and I think we combine some of the talents and have all of the troubles of our predecessors. I only hope we do as much good and as little harm.

The Extension efforts at Cornell University have recently added a new focus. We've branched out seeking to help working women. Recognizing that 40 percent of American workers are women and that some 43 percent of women of working age are employed for pay, we strive to serve their needs and to extend what is discovered at research institutions to help them.

What exactly do we know about working women? Not enough. It is clear, though, that most women work from pressing economic need. Eighty-five percent are either single, widowed, divorced, separated, or married to men who earn less than \$6,000 a year. They have to work; they often have children; they always have homes to manage; they never have wives to smooth the path. It is also well documented that women earn less than men—for every dollar in the male's pay envelope the female finds 60 cents.

This is due in part to the work women do. When we are professionals, we are often bunched into four occupations: nursing, teaching (except college level),

library work, and social work. Men dominate all the other professions, and they are moving into ours a lot faster than we are crossing into theirs.

Those of us without college training are clerical workers, salesclerks, non-skilled factory workers, and domestic workers. We have always entered a much narrower band of occupations than our brothers have—that tradition is slow, very slow, to change.

Armed with this information, and the results of other research, we Extensioners are making our way into small communities and big. There we offer conferences for older women seeking to go back to work or to reenter college, programs for teenage girls trying to find the work they want to do, courses for women workers wanting to be more effective in their trade unions, programs for women stalled in dead-end jobs, who want to move up in the organization or out of it to greener fields.

Also, conferences for women who are dissatisfied with the schools' treatment of their daughters, with the kind of health care they receive from men, with the extent to which women's organizations have effected

legal change in women's status, with the role women are allowed to play in religion. International Women's Year is being celebrated.

Women's programs are exciting to plan and soul-satisfying to participate in. Wherever I go, it seems, I find women's groups anxious to hear my news and to tell me theirs.

Women are satisfactory, no question about that. And women's groups on my beat are up to new and interesting things. Church auxiliaries are mounting courses on women, the YWCA's are getting working women together to take needed action, the women unionists are helping and supporting one another. They cross barriers of age and class and color to work together. One woman heard me out and said with some surprise, "The way the others talked you up before you came, I thought you'd walk on water! But you're just like us." Of course I am. That's the beauty of the women's movement. We're beginning to realize what we have in common. The League of Women Voters joins with NOW; the Rosary Society finds common ground with Women's Liberation. One day, as I left a conference, a guidance counselor wrung my hand and said, "You work from where you are, we'll work from here. We'll be invincible!"

And I am convinced that my work is almost done. It should go the other way. These women should be teaching us at universities, telling us what needs to be done, and just how to do it. And then I swing to another part of my job: speaking to men's groups and telling them what women tell me.

There, the barriers are high and the



Jennie Farley (center) discusses her experiences in the Women's Studies Program.

path is rocky. One doesn't feel so invincible. The knees knock together, the voice comes out a croak, the notes get unaccountably shaky.

Where are the waves of support that flow up from audiences composed of women? Gone, all gone, when I face a group of union men, or a fraternal organization, or a men's service club.

The awkwardness sometimes begins with the introduction where there are many references to "presenting this young lady" (I am 42); "this little gal" (I am medium-sized); "this lady professor" (professor is title enough); and uneasy assurances before I utter a word that "this won't be any of your 'women's lib.'"

Once a group of fatherly types serenaded me at the end of my remarks. I spoke of the urgent need to help women achieve equal employment opportunity; they responded by singing gallantly, "I want a girl just

like the girl who married dear old Dad."

Men will often ask, with a broad grin to their colleagues, how come there isn't a program called "Men's Studies." My answer is that most of the university's curriculum centers on men writers, men's contribution to literature, male artists, men's research on men. Sometimes I ask why no women are ever invited to join their clubs.

I've discovered that more and more men have stopped laughing and sneering and are starting to listen. There are men all over our state who never honestly thought about the situation of women and never saw anything unfair about it until recently. They are trying to beat down old prejudices.

One man apologized to me after a session in which his questions had been more hostile and obnoxious than any he'd ever ask a man. "I don't know why I acted like that," he said. "Now I kind of wish my daughter could have heard you. Don't you give up!" I told him I wouldn't, and I won't.

Extension workers, we who have sunburned left arms from driving around the state to spread the word, include women now enroute to meetings which draw a new kind of woman. As a representative of that group, I lack the preacher's eloquence, the conjurer's tricks, the politician's experience. But I have something important to say about what women are up to. Whatever else we all may stand for, we certainly do not stand against men or against children. That is "The Word" that I spread with humility and pride and gratitude for the opportunity. □

TAP turns on Indiana teenagers

by
Ed Kirkpatrick
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TAP—an Indianapolis inner-city Teen Action Project—has “turned on” more than teenagers in Indiana’s capital city.

It has tapped a reservoir of adults, who are participating in and accepting leadership of a program that could do much to improve the inner-city picture. Now in its third year as a model program in a major U.S. city, TAP has taught its developers perhaps as much as its participants.

Initiated by the Indiana Cooperative Extension Service (CES) through special federal, state, and local funding, TAP’s challenge was—and still is—to make Extension’s youth program as effective in

the inner-city as it has been in the rural and small community.

The urgent need for urban youth—especially those in major cities—to learn through participation and assumption of responsibility and to realize something for their achievement was recognized at the outset.

In this case, the program catalyst was 4-H.

Despite Extension’s tremendous effort in Marion County (16,000 involved in 4-H programs—tops in the Nation for a single county), surveys showed that still some 60 percent of the young people in the inner-city weren’t participants.

A unique program called “The Happening” was initiated in 1969. An educational version of the day-camp concept, it reached 8-to-12-year-olds and did much to develop the interest of the preteen.

New approaches followed. And under the leadership of Dr. H.G. Diesslin, director of Indiana’s Cooperative Extension Service, TAP was born.

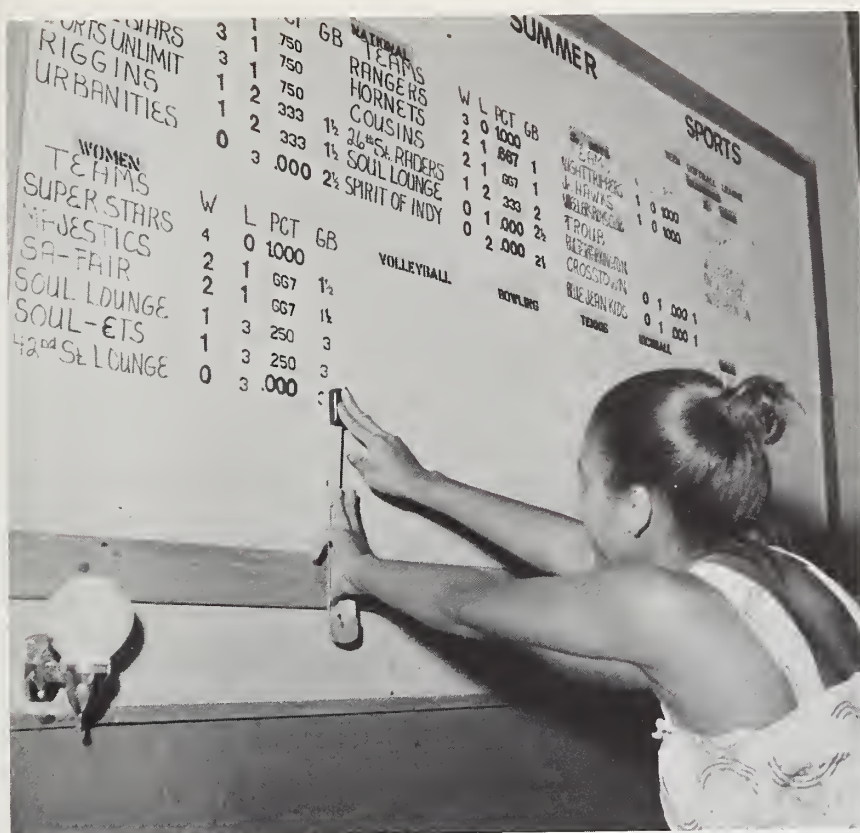
Joseph (Joe) H. Finnell, Jr., Extension agent-youth in Marion County since 1968 and one of the organizers of “The Happening,” became TAP’s director. Working with him, especially in the initial phase, were R.J. Frist, assistant director of CES and state 4-H leader; E.L. Frickey, head of the 4-H department at Purdue University; Avery Gray, assistant department head; Ed Ragsdale, assistant area administrator, and Al Pellm Marion County 4-H program leader.

With a leadership structure composed of adults and teens in the inner-city, the program would provide self-determined group experiences, an opportunity to learn and earn with responsibility, and a solid background in nutritional concepts.

Finnell spent 3 months interviewing, questioning, and rapping with teens of all ages, walks of life, and situations. Their responses were not unexpected. They wanted “a piece of the action” in program development and management; they liked group participation; they wanted to participate in sports,



A volunteer assists 4-H'ers in a TAP crafts project.



Keeping score on the TAP summer sports program.

dances, rap sessions, money-making opportunities, and community service projects.

Finnell then selected four initial target areas. These areas were based largely on need, concentration of teenagers, high crime rate, racial mix, and housing makeup. However, after launching the program in all four, he soon learned it was better to work first in one area, develop a sound start, then move on to another.

"I also realized that developing a cadre of volunteer leadership must take top priority," Finnell said. "So, using a back-door approach, I organized adult softball leagues. The intent was to entice urban residents who might eventually become volunteer leaders in the TAP program."

From these simple firsts, Finnell built a group of volunteers through leadership tasks done several times, leadership skills developed within

small groups, neighborhood leader roles, regional leader teams, and finally major subcommittee and urban advisory council assignments.

Once the adults became involved in directing the program, he reminded them of TAP's objective—working with young people. "The advisory body is now dedicated and concerned with the teenage program and is becoming a self-perpetuating group," Finnell said. "These adults also express a desire to see TAP remain an integral part of the total 4-H program, not a separate entity."

But TAP has gone beyond the establishment of adult leadership. It has made initial contact with more than 1,000 teenagers and has organized a teenage advisory council to work with the adult body.

"Building such a program is a slow process and requires patience," Finnell said. He also found it is unwise to promise what you can't

deliver.

Some of TAP's activities for teens include:

- educational and recreational trips to museums, farms, recreational centers, public parks, and industry.
- foods and nutrition education, using anything from basketball clinics to fashion clinics as attractions.
- small money-making projects involving silk screening and candle refilling.
- recreation involving fun days, swimming trips, dances, with "battles of the bands," and sports trips and programs.
- remedial reading activities (included with other activities and not a separate program).
- rap sessions to establish a stronger rapport with inner-city teens and adults. (Also, a clearinghouse of teen information.)

Although Extension is working alone in some program areas, Finnell said he has found cooperating or operating with other agencies most effective. "It provides for complementing and supplementing other programs, as well as ours," he pointed out. "It also eliminates competition, creates coordination of effort, and allows us to double our target areas."

What does Finnell propose for the future? He wants to:

- continue to develop and strengthen the volunteer structure.
- develop a self-evaluation tool for advisory councils.
- develop more advisory councils at the community level.
- increase the number of available activities, through teen leadership and Extension staff in order to meet the needs and interests of more youths.

Indianapolis, the Nation's 10th largest city, is fortunate to have had this pilot project. If nothing else, it has demonstrated to people in the inner-city that they can work in and assume leadership of a program that will provide a better tomorrow for the youth of today. □



people and programs in review

Treasure Trails in the U.S.A.



*Honoring the publication of **Treasure Trails in the U.S.A.** are (left to right): George E. Hull, Associate Administrator, ES-USDA; Epsy Johnson of Mississippi, author of the book; Opal H. Mann, Assistant Administrator, Home Economics, ES-USDA; and Paul A. Vander Myde, Deputy Assistant Secretary, Conservation, Research, and Education, USDA.*

Planning to travel during the Bicentennial year? Don't just follow the other tourists. Read up on the area you're visiting in a new book called *Treasure Trails in the U.S.A.*

Extension homemakers all across the country—spearheaded by Epsy Johnson, cultural arts chairperson for the National Extension Homemakers Council (NEHC)—helped create the 224-page guidebook. It contains maps, brief histories of all the states, along with 50-100 historic, geographic, and economic places of interest.

Copies are available for \$3.95 from Extension homemaker clubs, or by writing to: North Plain Publishing Co., Box 910, Aberdeen, S.D. 57401. Profits will be used for leadership training and educational purposes.

Soobitsky Named "Outstanding Young Man" for 1975

Joel Soobitsky, ES 4-H program leader in resource development and urban programs, has been named to the 1975 edition of "Outstanding Young Men of America." He was honored for "his accomplishments in seeking to make states, cities, and communities better places in which to live."

First Rural Crime Study Completed

Howard Phillips, an Ohio Extension rural sociologist, has completed "the first comprehensive rural crime study conducted in the United States." While the rural crime rate has almost tripled in the 10-year period, 1963-73, less than one-half of rural crimes are reported. Since rural people in the past have not been forced to take precautionary and preventive crime measures, few are taken. "Perhaps now is the time to turn the corner," the report states.

Michigan Dairy Specialist Honored

The American Dairy Science Association (ADSA) recently honored Dr. C.E. Meadows, Michigan State University Extension dairy specialist, with the De Laval Extension Award. Given for his outstanding service to the dairy industry in the field of dairy cattle genetics and breeding, the award was presented at the 70th annual meeting of the ADSA in Kansas. More than 1,100 people, representing all states and several foreign countries, attended the 4-day meeting.

Pick Apples Properly

That's the name of a new slide set (A-64) developed by Fred Dreiling, VPI horticulturist in cooperation with ES-USDA. Featuring the proper way to pick apples and maintain their quality at the retail level, the 29 slides and script are available for \$13 from the Photography Division, Office of Communication, USDA, Washington, D.C. 20250.







